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IMPLEMENTATION OF UX DESIGN TECHNIQUES IN E-COMMERCE

Abstract: The article is devoted to the definition of the basic techniques to simplify the interaction of commercial sites with users. Each technique meets the main trends in modern web technologies. E-marketing strategies are studied and the main criteria for improving the interaction indicators are defined. Based on the results of the criteria, it is concluded that it is advisable to implement a system of simplification techniques in the layout of the web resource.

Keywords: IT, e-commerce, user experience, design, prototyping.

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УПРОЩЕНИЕ ВЗАИМОДЕЙСТВИЯ КОММЕРЧЕСКИХ САЙТОВ С ПОЛЬЗОВАТЕЛЯМИ

Аннотация: Статья посвящена определению основных методик упрощения взаимодействия коммерческих сайтов с пользователями. Каждая методика отвечает основным тенденциям современных веб-технологий. Изучены стратегии электронного маркетинга и определены основные критерии для улучшения показателей взаимодействия. Исходя из результатов критериев, сделан вывод о

целесообразности внедрения системы методик упрощения в макет веб-ресурса.

Ключевые слова: ИТ-технологии, электронная коммерция, пользовательский опыт, дизайн, прототипирование.

The spread of e-commerce motivates competition in online and offline retail sector. To be competitive, it is important to consider the efficiency of marketing tools and design. Nowadays, marketing, web and design quite clearly merge together and fulfill a common goal. When creating a prototype or layout, first of all, it is important to pay attention to marketing indicators, and not be guided only by feelings and emotions. Otherwise, the entire process of creating an electronic product will take a lot of time and will be too expensive which will later be difficult to fix.

Theoretical information about User Experience

User Experience design is a comprehensive concept that includes many disciplines: interactive design, information architecture, visual design, usability, and human-computer interaction. UX design is the process of creating useful, easy and enjoyable products (digital or physical). This is about how to improve the experience of interacting with the product so that customers find value in it. If UX is the experience a user gets while interacting with a product, then UX design is by definition the process by which we determine what kind of experience it will be. UX Design is necessary all the time. Intentionally or not, someone makes decisions and determines how a person will interact with a product. Good UX design is seen when we make decisions so as to understand and meet the needs of users and business [6].

Techniques to improve user experience

The definition of user experience depends on the context and is subjective. Gualtieri^[1] described a large user experience in terms of useful and desirable perception when interacting with the system. This

¹Read more in the article M. Gualtieri, Best Practice in User Experience (UX) Design

description is consistent with non-technical quality elements that create a positive user experience defined by Stokes¹, which has:

Utility – the system gives some value to users;

Ease of use – the system is easy to use;

Desirability – the system gives a pleasant experience to users.

Criteria for improving engagement

Based on indicators of brand and resource loyalty, companies should pay more attention to the usefulness of the site. The main goal is to create an online community of people interested in the brand and use the methods of content marketing. Using metrics from resources and engagement indicators, it is realistic to increase the usefulness of a particular block of information. The companies should develop an e-commerce system with friendly interface. As a result of intuitive user interface design and its ease of use, social media become more popular and attract more customers all over the world. Therefore, social media can be used as a marketing tool for e-commerce to advertise and connect with customers. Moreover, using social media can decrease staff time for system maintenance and respond faster to customer feedback². Finally, customers are familiar with social media and they tend to use it on a daily basis. All in all, social media should be implemented by the companies to effectively connect to their customers without putting too much effort into the system development. This quality is to ensure that system gives a pleasant experience to users. The paper suggests that creating an online community of practice along with developing a good content marketing strategy for e-commerce system could give customers the feeling of usefulness; then they will have more desire to use the system. Furthermore, adopting a social network platform as a part of the e-commerce system gives customers the feeling of ease of use, they will be comfortable and happy to use the system.

The expediency of implementing a system of simplification techniques in the layout of the web resource

To seamlessly and effectively implement simplification elements into the site system, it is necessary to rely on A/B testing of a resource with mixed display to different users of different versions. From the standard practice of modern sites, this approach allows achieving the highest results of implementation.

¹Read more in the article R. Stokes, E-Marketing: The Essential Guide to Marketing in a Digital World 5th ed.

²Read more in the article S. Neti, «Social media and its role in marketing».

Nowadays, the project designer has to create a place for the online community and a content marketing strategy to create a competitive e-commerce system where people have found their utility, convenience and expediency. Finally, social media should be used as a marketing tool to increase the channel for faster contact with customers.

This paper attempts to identify some of the factors that need to be considered and some of the features that need to be presented at the e-commerce design stage in order to stimulate a positive customer experience. However, this work has some limitations and it needs more empirical work to get a deeper understanding of the field of research.

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